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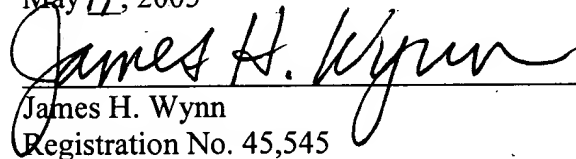
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): LARRY WOLF, et al.)
)
Application No.: 09/781/788)
)
Filing Date: February 12, 2001)
)
Title: Advertising Method and System)
)
Group Art Unit: 3622)
)
Examiner: Jean D. Javier)
)
Docket No. 1000172-0003)

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I hereby certify that this correspondence is being deposited with the United States Postal Office Service "Express Mail Post Office to Addressee" under 37 CFR § 1.10 on the date indicated below and is addressed to: Director of the United States Patent and Trademark Office, Attention: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450

May 11, 2005


James H. Wynn
Registration No. 45,545

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111 AND § 1.112

Hon. Director of the United States
Patent and Trademark Office
Attention: Assistant Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Honorable Sir:

Applicants file their amendment and response to the Office Action dated November 18, 2004.

Please reconsider the above-identified patent application in view of the following amendments and remarks. Applicants enclose herewith a Petition for Extension of Time Under 37 CFR

1.136(a) for a period of three months.